



NEWS RELEASE

CALIFORNIA SECRETARY OF STATE **BRUCE McPHERSON**

BM06:128

FOR IMMEDIATE RELEASE
Monday, September 25, 2006

Contact: Nghia Nguyen Demovic
916-653-6575

California Secretary of State Bruce McPherson Announces Major Partnership with Vietnamese Publications in Unprecedented Voter Registration Effort

Joint Effort to Make Registering to Vote Easier and More Convenient for Eligible Vietnamese Americans

SACRAMENTO, CA – California Secretary of State Bruce McPherson launched a partnership with five Vietnamese language publications to provide resources to the readers of *Nguoi Viet*, *Vien Dong*, *Viet Bao*, *Viet Tide*, and *Viet Weekly* statewide. This joint venture is aimed to increase the number of registered voters through the insertion of 38,000 voter registration cards in this week's edition of the five largest Vietnamese language publications in California.

"I want to do all I can to make sure that California's voters reflect its population," said Secretary of State Bruce McPherson. "That's why I am working hard to increase access and voter participation so all eligible Californians can fully take part in the democratic process."

"We are happy to work with Secretary McPherson on this very worthy cause. As the largest newspaper in the community, we are confident that this unprecedented cooperative effort among Vietnamese-language publications will result in an equally unprecedented and large voter turnout in this and all subsequent election cycles," said Hao-Nhien Vu, Vice President of Production and Managing Editor of *Nguoi Viet Daily News*.

"Civic participation is a top priority for our newspaper and this is a great effort to further that goal," said Nina Le, Publisher of *Viet Bao*. "It enables Vietnamese Americans to participate and be more involved in the electoral process."

According to a recent Public Policy Institute of California (PPIC) report, California's electorate increasingly does not reflect its population. Eight in 10 adults are eligible to vote but just 56 percent are registered, less than half (43%) belong to one of the major parties. Additionally, according to the recent PPIC report, voter registration has grown at a slower rate than the population.

Earlier this week, Secretary McPherson partnered with the National Association of Latino Elected and Appointed Officials, the nation's leading Latino civic participation organization, to launch a similar project with Spanish-speaking media.

Eligible voters can register to vote in the November 7, 2006 General Election until Monday, October 23rd. Voter registration cards are also available at local elections offices, libraries, DMV and post offices throughout the state. For more information, visit the Secretary of State's website at www.ss.ca.gov or by calling 1-800-345-VOTE, or for assistance in Vietnamese call 1-800-339-8163.

-30-